



FOOD & HOTEL KOREA 2003

Seoul, Korea
March 18-20, 2003

WHO: YOU (American food exporters, manufacturers, and distributors) and Korean importers, manufacturers, and distributors.

WHAT: The first Korean trade-only International Exhibition for the food, beverage, hotel, restaurant, foodservice, bakery, and supermarket industries.

WHEN: March 18-20, 2003, the week following Foodex Japan 2003.

WHERE: SETEC (Seoul Trade Exhibition Center), Seoul, Korea.

WHY: Korea is the third largest market for imported consumer goods in the Asia-Pacific region. This is a unique and important opportunity for U.S. exporters to directly promote products to the largest and most active food importers in Korea.

THE MARKET:

- ❖ Korea depends on imports for about 70 percent of food consumption
- ❖ Agriculture, fishery and forestry product imports in 2001 totaled \$12 billion
- ❖ Korea is the 4th largest U.S. export market for agricultural, fishery and forestry products at \$3.31 billion in 2001
- ❖ The U.S. is the leading supplier of imported agricultural products and has a 28 percent market share in 2001

BEST PRODUCTS: Wines, pet food, convenience foods, seafood, frozen fruit and vegetables, snacks and confectionary, meat and poultry products, prepared foods, coffee & tea, sauces & spices, organic foods, cheese & dairy products, and food supplements.

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WE HOPE YOU WILL JOIN US IN THE U.S. PAVILION AT USDA-ENDORSED FOOD & HOTEL KOREA 2003!

SHOW YOUR PRODUCTS TO THE WORLD WITH THE BRANDED PROGRAM

Offset Costs of International Trade Shows!

The **Branded Program** supports the promotion of branded and private label food and agricultural products overseas. In fact, if you are interested in exhibiting at Food and Hotel Korea 2003 you may be eligible to receive 50 percent of expenses like exhibiting fees, limited international travel, set-up, rentals, and freight.

What Else is Reimbursable?

Many international marketing activities are eligible including: exhibiting fees at approved domestic trade shows (for first time exhibitors only), advertising and public relations, product demonstrations and in-store/food service promotions, product literature, point-of-sale materials, and freight for samples, package and label modification (if necessary to meet freight importing requirements)

Who is Eligible?

To be eligible, you or your domestic export agent must be 1) a small company (according to SBA guidelines) or an agricultural producer cooperative, 2) be incorporated in the U.S., and 3) have products that are at least 50 percent U.S. agricultural content by weight (exclusive of added water and packaging) with rights to the brand name.

Who Can Tell Me More?

Four State Regional Trade Groups (SRTG) administer the **Branded Program**. They are private, non-profit associations that offer resources and services to help U.S. companies promote their food and agricultural products in foreign markets.

If you are interested in the **Branded Program**, please contact *Khaliaka Meardry* (*see reverse side*) who will put you in contact with the appropriate SRTG based on your geographic location.

For information on this and other USDA-endorsed shows, visit www.fas.usda.gov